



سباق نوبا للجري  
NOFA RUNNING RACE

**A DIFFERENT EXPERIENCE AMID NATURE**





**After the success achieved by NOFA Race in its first edition, the event returns this year with a bigger vision and a more impactful experience,**

bringing together thousands of participants and families, and content creators, in one of the most prominent community sports events in the Kingdom.

PARTNERS OF NOFA RUNNING RACE



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# # NOFA\_RACE

## Not just an event, but a marketing platform...

An integrated experience that gives brands a real opportunity to reach an active, engaged, and highly impactful audience directly. In the heart of Nofa Resort in Riyadh, we create an exceptional day that brings together: sport, lifestyle, entertainment, and direct interaction with the audience.

# NUMBERS... THAT MADE SUCCESS

NOFA Race achieved exceptional results in its first edition, confirming the strength of the experience and the scale of its audience and media impact.

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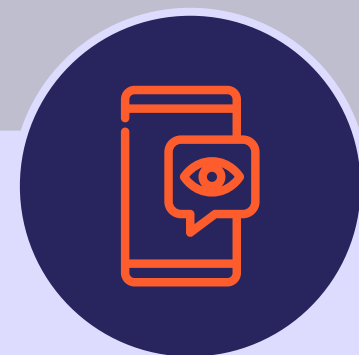


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NOFA RUNNING RACE



**5,000+**

PARTICIPANTS



**5M+**

DIGITAL VIEWS



**84%**

SPORTS-AWARE  
AUDIENCE



**73,000+**

WEBSITE VISITS



**23+**

PARTNERS &  
SPONSORS

PARTNERS OF NOFA RUNNING RACE



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# TOGETHER TO BUILD A SPORTS COMMUNITY

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## GOALS OF NOFA RACE

- Provide a sports experience amid nature that combines sport, entertainment, and health.
- Encourage all age groups to engage in physical activity in a fun and safe way.
- Deliver a fully integrated event day with in-site engagement through interactive experiences.

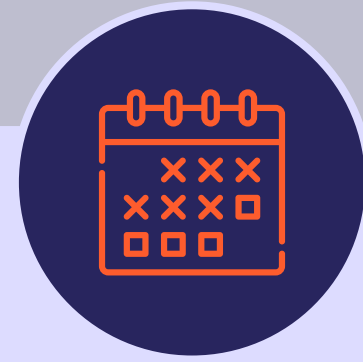
# DETAILS OF NOFA RUNNING RACE – SECOND EDITION

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**Nofa Resort**

LOCATION



**Nov 27, 2026**

DATE



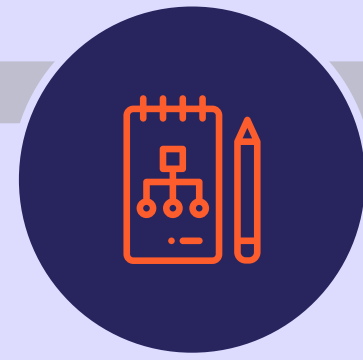
**7000+**

EXPECTED PARTICIPANTS



**2k | 5k | 10k**

TRACKS



**Z180**

ORGANIZER



**Community  
Sports Event**

EVENT TYPE

PARTNERS OF NOFA RUNNING RACE

20  
26

## WHY NOFA RACE FOR RUNNING?

Because real impact starts with the experience.

NOFA Running Race doesn't give brands just a visibility space – it places them within an experience the audience lives throughout the day. From the moment of arrival until the end of the event, the brand is present within an environment full of energy, interaction, and live content, creating a real and continuous connection with the audience. The event brings together a range of activities to provide an ideal platform for building an impactful presence and achieving measurable engagement that extends before, during, and after the event.

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# EXPERIENCES & ACTIVITIES OF NOFA RUNNING RACE:

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- Activation zones for sponsors
- Kids zone and activities
- Resort experiences and outdoor activities (horses, padel, safari, zipline)
- Photography and documentation zone
- Sports and entertainment experiences
- Food and beverage kiosks
- Family activities

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# THE MARKETING CAMPAIGN

The marketing campaign for NOFA Running Race's second edition relies on a wide-reaching digital and media strategy aiming to reach the largest possible segment of the target audience.

The campaign will include a mix of traditional and digital tools, including:

**Paid digital  
campaigns**

**UGC content &  
real experiences**

**Collaboration  
with sports &  
lifestyle influencers**

**TikTok &  
Instagram campaigns**

**GOAL:  
10 million digital  
views across social  
media platforms**

**Media partnerships  
& press coverage**

**Community  
campaigns  
with running clubs**

**Live coverage  
during the event**



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# SPONSORSHIP BENEFITS 2026



PARTNERS OF NOFA RUNNING RACE



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NOFA RUNNING RACE



# Title Sponsor (Main Sponsor)

|    |                                                        |
|----|--------------------------------------------------------|
| 01 | Main naming rights for the event                       |
| 02 | Logo integration with event identity                   |
| 03 | Full media and digital presence                        |
| 04 | Integration into influencer content                    |
| 05 | Presence in advertising campaigns                      |
| 06 | Premium main booth                                     |
| 07 | Presence at start/finish line and podium               |
| 08 | Identity presence on website and registration platform |
| 09 | VIP tickets and a special hospitality experience       |
| 10 | Logo presence on t-shirt and medal                     |
| 11 | Stay at Nofa Resort with a safari experience           |
| 12 | Race entry tickets                                     |



# Gold Sponsor

|    |                                                                            |
|----|----------------------------------------------------------------------------|
| 01 | Full media and digital presence                                            |
| 02 | Integration into influencer content                                        |
| 03 | Presence in digital campaigns                                              |
| 04 | Field broadcast enabling direct interaction with visitors and participants |
| 05 | Identity presence on website and registration platform                     |
| 06 | Product inclusion in participant bag                                       |
| 07 | VIP tickets                                                                |
| 08 | Race entry tickets                                                         |



# Silver Sponsor

**01**

**Full media and digital presence**

**02**

**Integration into influencer content**

**03**

**Presence in digital campaigns**

**04**

**Identity presence on website and registration platform**

**05**

**Field broadcast enabling direct interaction with visitors and participants**

**06**

**Attendance tickets to enjoy the event experience**



# Additional Sponsorship Opportunities

- |    |                                                                                             |
|----|---------------------------------------------------------------------------------------------|
| 01 | Media and digital presence that enhances brand reach and visibility                         |
| 02 | Field booths and activations to create direct experience and real interaction with visitors |

# BE PART OF NOFA RUNNING RACE 26

## CONTACT US VIA:



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**nofarace.com**

WEBSITE



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THANK YOU